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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/610,773	07/06/2000	Isao Yamada	SONY-T0866	5664

29175 7590 01/25/2007
BELL, BOYD & LLOYD, LLP
P. O. BOX 1135
CHICAGO, IL 60690

EXAMINER

TRAN, HAI V

ART UNIT	PAPER NUMBER
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2623

MAIL DATE	DELIVERY MODE
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01/25/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary	Application No.	Applicant(s)	
	09/610,773	YAMADA, ISAO	
	Examiner	Art Unit	
	Hai Tran	2623	

All participants (applicant, applicant's representative, PTO personnel):

(1) Hai Tran. (3) _____

(2) Thomas Basso. (4) _____

Date of Interview: 11 January 2007.

Type: a) ☒ Telephonic b) ☐ Video Conference
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☐ No.
If Yes, brief description: _____

Claim(s) discussed: 1 and Fig. 1.

Identification of prior art discussed: Prior Art of record.

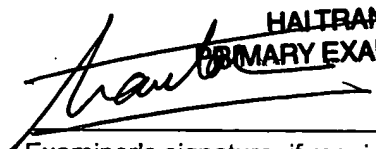
Agreement with respect to the claims f) ☐ was reached. g) ☐ was not reached. h) ☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Discussed Advisory action regarding the non-cited limitation "the system may also be designed to reduce the subscription fee of the CS digital broadcast of CS station 2 in response to the viewer's selection of the symbolic label of a supplemental program for the advertisement" The Examiner provides to Applicant US 5724521 reference and suggests Applicant to review the provided reference carefully before acting on future amendment.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


**HAITRAN-
PRIMARY EXAMINER**

 Examiner's signature, if required